



CITY OF HAYWARD
AGENDA REPORT

AGENDA DATE 12/12/06

AGENDA ITEM 4

WORK SESSION ITEM _____

TO: Mayor and City Council
FROM: City Manager
SUBJECT: Funding a Day Workers Program

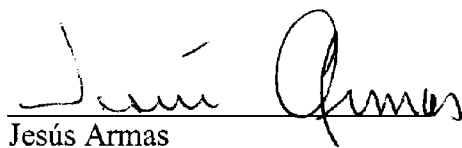
The attached report provides a recommendation regarding establishment of a Day Workers Program. In this memorandum, I would like to suggest a funding approach for your consideration. As noted at the worksession, the Program will need a period of time to establish itself. Accordingly, I would suggest that the balance of this fiscal year and the entire next one can represent this time period.

With the foregoing in mind, it is recommended that \$43,000 be allocated for this fiscal year from two sources. Ten thousand dollars (\$10,000) of this amount can be utilized from the FY 2006-07 social services monies previously set aside by the Council for this purpose. For the remainder, I would recommend an appropriation of \$33,000 from the General Fund fund balance. As noted at the worksession, there are sufficient funds in fund balance to support this expenditure.

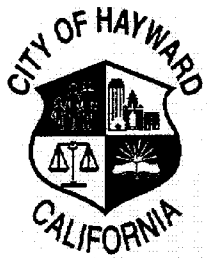
For FY 2007-08, it is recommended that the City Council plan on allocating \$86,000 from the general fund, and that this allocation be separate from the \$450,000 already earmarked for the support of social service programs.

For FY 2008-09, I would suggest that general fund dollars no longer be earmarked for this purpose, but rather a determination of continued financial support be made in the context of total social service funding.

The rationale for this funding recommendation is twofold: First, that the increase allocation directed to social service programs in FY 2007-08 not be diluted; and second, that the Day Workers Program be provided a reasonable period in which to demonstrate its utility and effectiveness. Then, if it is determined to be worthwhile, it would be in a position to be judged against all other social service needs and programs in the community.


Jesús Armas
City Manager

Attachment



CITY OF HAYWARD

AGENDA REPORT

AGENDA DATE 12/12/06

AGENDA ITEM _____

WORK SESSION ITEM _____

TO: Mayor and City Council
FROM: Director of Community and Economic Development
SUBJECT: Establishment of a Day Worker Program

RECOMMENDATION:

It is recommended that the City Council authorize the City Manager to execute a contract with the South Hayward Parish to operate a Day Worker Program.

DISCUSSION:

During the FY 2006-07 Social Services funding process, City Council agreed to set aside \$10,000 of the \$400,000 allocated to support social services in order to develop a comprehensive strategy to address the concerns raised by local business owners and neighborhood residents in Hayward regarding day laborers. The outcome was the development of a Request for Proposals (RFP) for the operation of a Day Worker Center designed to provide primarily Spanish Speaking low-income Hayward residents who seek work on a daily basis a safe alternative to congregating on the streets (Exhibit A). The creation of this Center is also intended to provide an incentive and a reasonable option for day laborers to avoid congregating in the streets. This should alleviate concerns raised by local residents and businesses affected by day laborers seeking employment on Tennyson Road in South Hayward. If approved, the Center will be located at the Eden Youth and Family Center.

The RFP was released on September 12, 2006. On October 16, 2005 four proposals were submitted from the four organizations listed below. All applicants met the City's minimum qualifications, including: A) proof of nonprofit status; B) demonstrated willingness and ability to satisfy all the provisions of the City of Hayward's Social Services Agreement; C) demonstrated ability to meet the City's Local Advisory Committee requirements; and D) ability to deliver services no later than 60 days post contract award.

The initial cost of each of the proposals submitted varied widely. This range reflected the various support services each applicant offered in addition to the job matching services typically offered by a hiring hall program. In order to better compare the proposals on a more equitable basis, the applicants were asked to complete a Supplemental Questionnaire designed to narrow the focus of the proposals to the same scope of work. The final bid amounts submitted by the applicants are reflected below:

<u>Applicant</u>	<u>Proposed Cost</u>
• Instituto Laboral de la Raza	\$ 50,000
• South Hayward Parish.....	85,912
• Multicultural Institute.....	122,263
• Volunteers of America Bay Area..	140,822

Staff conducted an early morning site visit at the San Francisco and Oakland offices of the lowest bidder, Instituto Laboral de la Raza, to review their hiring hall services. The San Francisco site was closed at the time of the visit, and the office appeared to offer legal services rather than a hiring hall program. The Oakland office had been vacant for a matter of months according to a building official at that site. A follow-up telephone interview with the agency's Executive Director revealed that the Oakland site had been closed due to the lack of funding, but that they planned to re-open in early December. It was also confirmed that the service offered out of that site was not a hiring hall program. The Director indicated that Hayward project, if funded, would be the agency's first time operating a hiring hall service. Additionally, the proposal that was submitted did not include written agreements from any of the partners described in the proposal, causing staff to further question the applicant's capacity to do the required work.

The Human Services Commission was also asked to develop a recommendation to City Council on this matter. On Friday, November 17, 2006 a Special Human Services Commission Meeting was conducted. All the applicants were invited to make a brief presentation outlining their respective proposals. After considering the information presented, and based on each Commission member's review of the proposals and Supplemental Questionnaire responses, the Commission determined that the South Hayward Parish should be awarded the Day Worker Center services contract.

While the South Hayward Parish was the second lowest bidder, it was ranked highest by the Commission based on 1) the applicant's ability to demonstrate that it had the most recent and extensive knowledge of the needs of local day laborers, and 2) the South Hayward Parish was the only applicant to have established written agreements with other local service providers. These agencies indicated a willingness to provide a variety of support services (in addition to the primary hiring hall services proposed by the South Hayward Parish) using non-City resources, including:

- English as a Second Language (ESL) Classes..... Hayward Adult School
- Medical Services.....
 - St. Rose Hospital
 - Tiburcio Vasquez Health Center
 - Street Level Health Project
- Mental Health Services and Emergency Housing Funds..... La Familia Counseling Services
- Nutrition/Food South Hayward Parish Food Project
- Legal Services..... Centro Legal de la Raza
- Case Management and Basic Needs Services (emergency food, clothes, translation services, etc.).....
 - South Hayward Neighborhood Collaborative – Family Resource Center

While the intent of the RFP was to primarily fund a hiring hall program, these other services are often necessary and complement such a program. They will also serve as an incentive for the workers to utilize the hiring hall center.

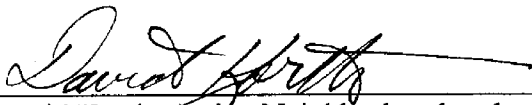
For budgeting purposes, staff attempted to establish a funding level of no more than \$50,000. In discussing this level with South Hayward Parish representatives, staff was informed that this level of funding is insufficient if the program is to be a center-based operation. To remain within this limit, the Parish offered an alternative mode of service delivery that would be street-based in nature. Staff finds this to be contrary to the City's objective and would not recommend allocation of funds for this purpose.

The Parish represents that its budget proposal of approximately \$86,000 is the minimum amount necessary to provide the services identified within the RFP. If the Parish's proposal is funded, the hiring hall and ancillary services would be provided Monday through Friday, from 6:00 am to 12:30 pm.

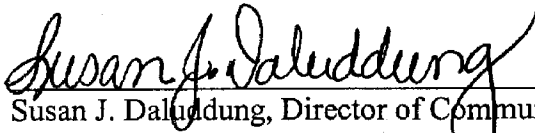
Assuming the Council concurs that a street-based program is not acceptable, two options emerge. One is to fund a center-based at the level proposed by the South Hayward Parish. A second option is to not allocate any funds for this purpose, and instead to direct staff to continue to explore whether there are other means available to the City to address the issue of day workers congregating on public streets. Of these two options, staff would recommend the former over the latter.

During the December 5, 2006 City Council Work Session a number of issues were raised and discussed. One focused on the potential need for the proposed services on weekends. It was asked, if the funds available can only support a five day a week program, whether the hours of operation could be shifted so that services could be provided on Saturdays and Sundays. Parish representatives indicated in subsequent discussions with staff that they would be willing to investigate whether the demand for the proposed services is greater during certain days of the week, and would be open to operating the program during hours that would optimize the use of the program, including weekends.


Prepared by:


David Korth, Acting Neighborhood and
Economic Development Manager

Recommended by:


Susan J. Daluddung, Director of Community
and Economic Development

Approved by:


Jesús Armas, City Manager

Resolution

DRAFT

HAYWARD CITY COUNCIL

RESOLUTION NO. 06-

Introduced by Council Member _____

me
12/7/06

RESOLUTION AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE A CONTRACT WITH THE SOUTH HAYWARD PARISH TO OPERATE A DAY WORKER PROGRAM

BE IT RESOLVED by the City Council of the City of Hayward that the City Manager is authorized and directed, on behalf of the City of Hayward, to negotiate and execute a contract with South Hayward Parish to operate a Day Worker Program, in an amount not to exceed \$86,000, in a form approved by the City Attorney.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2006

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:
MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward